

2002 ENERGY STAR[®] Awards

Part II: Eligibility, Descriptions, and Criteria



October 2001

Award Eligibility, Descriptions and Criteria

Overall Excellence

Excellence in Consumer Education Award

Eligibility: Retailers or regional program energy efficiency program sponsors

Description: This award(s) recognizes the best ENERGY STAR educational campaign during 2001 to inform employees, customers, businesses, and/or consumers of the benefits of “making it easy to make a difference with ENERGY STAR” and energy efficiency.

Criteria: For purposes of this award, a campaign is considered to be a combination of tactical activities undertaken to achieve further understanding about ENERGY STAR. One example would be an Earth Day campaign that featured ENERGY STAR labeled products and included pre-event advertisements, media coverage about the event ENERGY STAR displays, and other activities. Candidates must include the following in their submissions.

- Brief description of the education campaign and its tactics (e.g., advertising, event, direct mail) and medium (e.g., TV, radio, publication)
- Demonstration of clear call to action and linkage to strong technical assistance/fulfillment materials where appropriate
- Description of the key messages delivered by the campaign
- Breadth of the campaign (e.g., how many products were featured)
- Intended audience for the campaign (e.g., demographics, internal, external, international, or domestic)
- Dates of campaign and locations where implemented
- Impressions (e.g., circulation, hits, reach, and frequency) of the outreach activity by medium (e.g., print ads, brochures, etc.) and in total
- One or more examples of the educational/promotional materials

Your narrative description should be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2001.